82. Improving the quality of the nation's water is just one of many things we all have to pay for as taxpayers and as consumers. That is, the costs of things like improving water quality are paid partly by government out of what we pay in taxes and partly by companies out of what we pay for the things they sell us.

This scale card shows about how much people in your general income category paid in 1979 in taxes and higher prices for things like national defense, roads and highways, public schools and the space program. (HAND RESPONDENT APPROPRIATE SCALE CARD D-I, D-II, D-III OR D-IV; LET RESPONDENT KEEP WATER QUALITY LADDER CARD)

You will see different amounts of money listed with words like "highways" and "public education" appearing by the amount of money average size households paid for each one last year. "Highways" here refers to the construction and maintenance of all the nation's highways and roads. "Public education" refers to all public elementary and secondary schools but does not include the costs of public universities.

I want to ask you some questions about what amounts of money, if any, you would be willing to pay for varying levels of overall water quality in the nation's lakes, rivers and streams. Please keep in mind that the money would go for sewage treatment plants in communities through various kinds of taxes (such as withholding taxes, sales taxes and sewage fees) and for pollution control equipment the government would require industries to install, thus raising the prices of what they make.

You will also see on the scale card the amount of money the average household in your general income category paid last year in taxes and higher prices to improve the water quality of the nation's lakes and rivers. This share of the nation's expenditures to fight water pollution has meant that so far the average quality of these bodies of water has been raised from level E to level D on the ladder. (POINT TO LEVELS E AND D ON WATER QUALITY LADDER CARD) If this amount of money continues to be spent each year, the quality of the water will be raised up to level C (POINT TO LEVEL C) in the next few years--that is, where virtually all of it would be at least clean enough for fishing.

First, as far as you are concerned, are you willing to pay this amount each year to raise water quality to level C or not?

Yes, willing.....	1	(ASK 83)
Depends (vol.).....	2	
No, not willing.....	3	(SKIP TO 84)
Not sure.....	4	

83. What about getting the nation's lakes and rivers up to level B on the ladder? Including the amount of money indicated on the card to get water quality up to level C, how much are you willing to pay in taxes and higher prices each year to raise the water quality to level B--that is where virtually all the nation's lakes, rivers and streams are at least clean enough to swim in safely?

Write in amount: $_____

Depends (vol.).....	00X	(SKIP TO NAME AND ADDRESS RECORDING BELOW)
Not sure.....	00Y	
Not worth anything.....	001	

84. What about the amount of money to keep the quality of water at level D? How much do you think you would be willing to pay each year in taxes and higher prices, if anything, to keep the nation's overall water quality from slipping below level D to level E where it once was? If it is not worth anything to you, please do not hesitate to say so.

Write in amount: $_____

Depends (vol.).....	00X
Not sure.....	00Y
Not worth anything.....	001

Name: _____

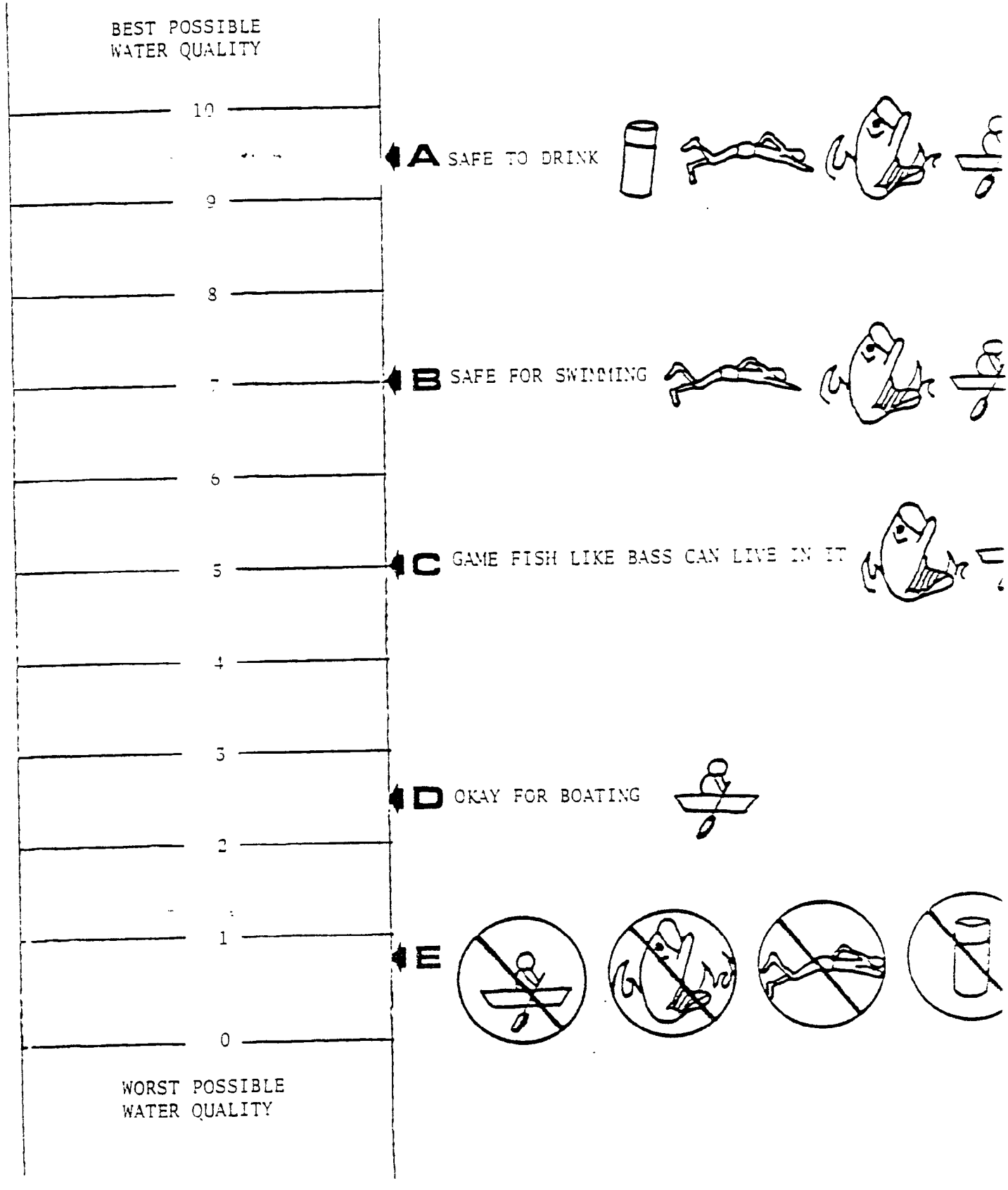
Address: _____

_____

NOW, RETURN TO PAGE 14 OF MAIN QUESTIONNAIRE AND COMPLETE FACTUAL SECTION.

A, B, C, D

(WATER QUALITY LADDER CARD)



A-I

(SCALE CARD)

#694

ANNUAL AMOUNT IN TAXES AND HIGHER PRICES

- Space Program	- Highways	- Public Education	- Defense
$ 0	$ 75	$150	$300
5	80	160	310
10	85	170	320
15	90	180	330
20	95	190	340
25	100	200	350
30	105	210	360
35	110	220	370
40	115	230	380
45	120	240	390
50	125	250	400
55	130	260	410
60	135	270	420
65	140	280	430
70	145	290	440

A-II

(SCALE CARD)

#684

ANNUAL AMOUNT IN TAXES AND HIGHER PRICES

- Space Program	- Highways	- Public Education	- Defense
$ 0	$180	$400	$655
10	190	415	670
20	200	430	685
30	210	445	700
40	220	460	715
50	230	475	730
60	240	490	745
70	250	505	760
80	265	520	775
90	280	535	790
100	295	550	805
110	310	565	820
120	325	580	835
130	340	595	850
140	355	610	865
150	370	625	880
160	385	640	895

A-III

(SCALE CARD)

#6

ANNUAL AMOUNT IN TAXES AND HIGHER PRICES

- Space Program	- Highways	- Public Education	- Def
$ 0	$270	$ 660	$1200
15	285	690	1230
30	300	720	1260
45	315	750	1290
60	330	780	1320
75	345	810	1350
90	360	840	1380
105	375	870	1410
120	390	900	1440
135	405	930	1470
150	420	960	1500
165	450	990	1530
180	480	1020	1560
195	510	1050	1590
210	540	1080	1620
225	570	1110	1650
240	600	1140	1680
255	630	1170	1710

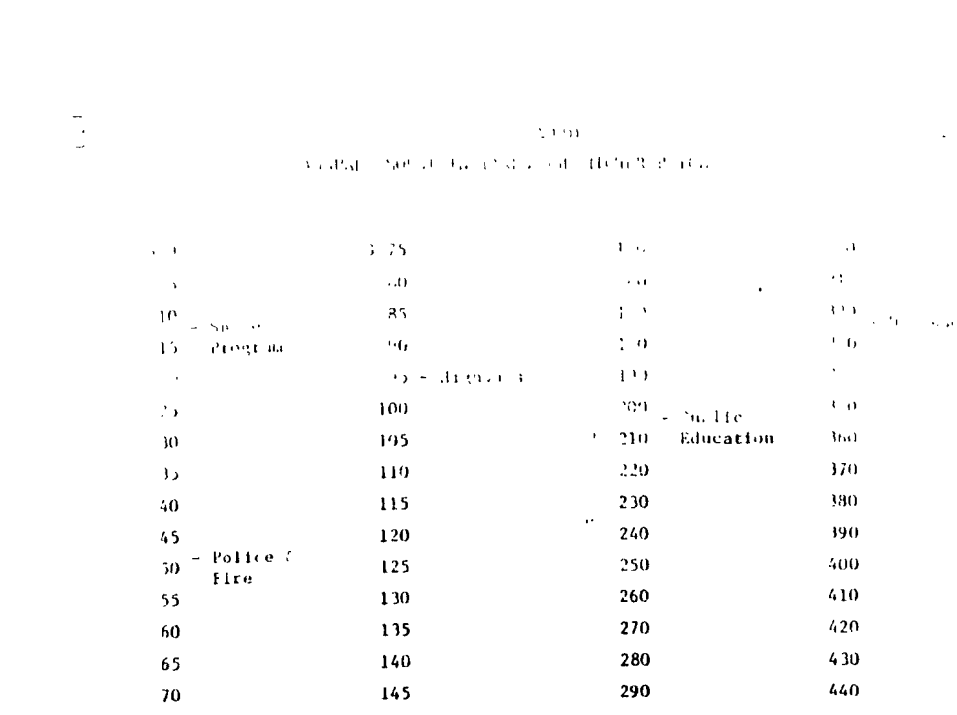
A-IV

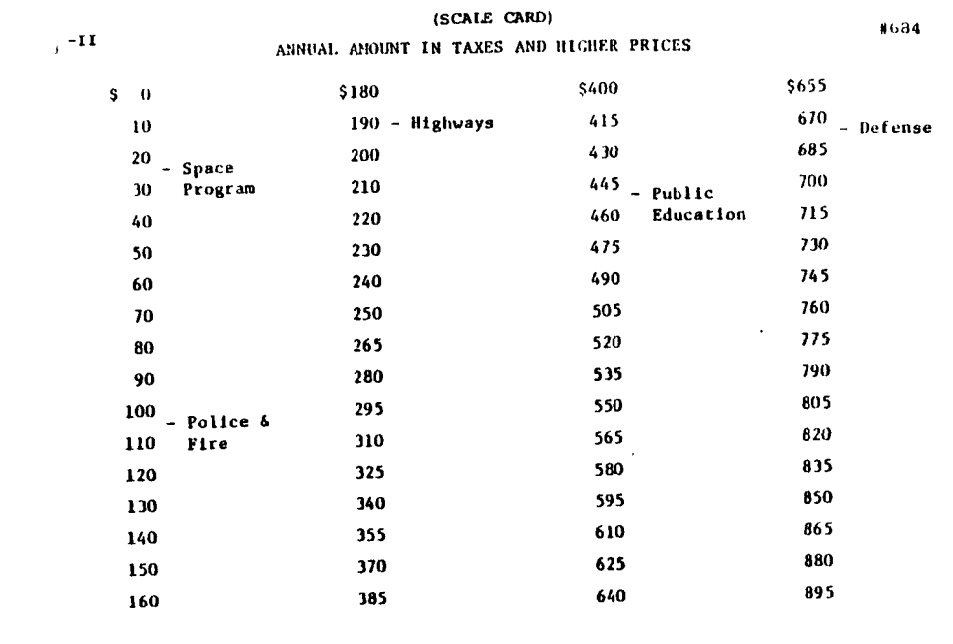
(SCALE CARD)

#

ANNUAL AMOUNT IN TAXES AND HIGHER PRICES

- Space Program	- Highways	- Public Education	- Def
$ 0	$450	$1200	$2550
25	475	1275	2625
50	500	1350	2700
75	525	1425	2775
100	550	1500	2850
125	575	1575	2925
150	600	1650	3000
175	625	1725	3075
200	650	1800	3150
225	675	1875	3225
250	700	1950	3300
275	725	2025	3375
300	750	2100	3450
325	775	2175	3525
350	800	2250	3600
375	875	2325	3675
400	950	2400	3750
425	1125	2475	3825


- Space Program
- Police & Fire
- Public Education


(SCALE CARD)
ANNUAL AMOUNT IN TAXES AND HIGHER PRICES
#684
- Space Program
- Police & Fire
- Highways
- Public Education
- Defense

- Police & Fire
- Public Education

(SCALE CARD)
ANNUAL AMOUNT IN TAXES AND HIGHER PRICES
#684
- Space Program
- Police & Fire
- Highways
- Public Education
- Defense

C-III

(SCALE CARD)

ANNUAL AMOUNT IN TAXES AND HIGHER PRICES

#684

0	675	1350	2025
15	695	1390	2085
30	715	1430	2145
45	735	1470	2205
60	755	1510	2265
75	775	1550	2325
90	795	1590	2385
105	815	1630	2445
120	835	1670	2505
135	855	1710	2565
150	875	1750	2625
165	895	1790	2685
180	915	1830	2745
195	935	1870	2805
210	955	1910	2865
225	975	1950	2925
240	995	1990	2985
255	1015	2030	3045

- Space Program
- Highways
- Public Education
- Defense

C-IV

(SCALE CARD)

ANNUAL AMOUNT IN TAXES AND HIGHER PRICES

#684

$ 0	$ 450	$1200	$2550
25	475	1275	2625
50	500	1350	2700
75	525	1425	2775
100	550	1500	2850
125	575	1575	2925
150	600	1650	3000
175	625	1725	3075
200	650	1800	3150
225	675	1875	3225
250	700	1950	3300
275	725	2025	3375
300	750	2100	3450
325	775	2175	3525
350	800	2250	3600
375	875	2325	3675
400	950	2400	3750
425	1125	2475	3825

- Space Program
- Highways
- Public Education
- Defense

C-II

(SCALE CARD)

ANNUAL AMOUNT IN TAXES AND HIGHER PRICES

#684

$ 0	$180	$400	$655
10	190	415	670
20	200	430	685
30	210	445	700
40	220	460	715
50	230	475	730
60	240	490	745
70	250	505	760
80	265	520	775
90	280	535	790
100	295	550	805
110	310	565	820
120	325	580	835
130	340	595	850
140	355	610	865
150	370	625	880
160	385	640	895

- Space Program
- Highways
- Public Education
- Defense

D-I

(SCALE CARD)

#684

ANNUAL AMOUNT IN TAXES AND HIGHER PRICES

$ 0		$ 75	$150	$300
5		80	160	310
10	- Space Program	85	170	320 - Defense
15		90	180	330
20		95 - Highways	190	340
25		100	200 - Public Education	350
30		105	210	60
35		110	220	370
40		115	230	380
45		120	240	390
50		125	250	400
55		130	260	410
60	- WATER POLLUTION CONTROL	135	270	420
65		140	280	430
70		145	290	440

D-III

(SCALE CARD)

#684

ANNUAL AMOUNT IN TAXES AND HIGHER PRICES

$ 0		$ 750	$ 660	$1200
15		285	690	1230
30		300 - Highways	720	1260
45	- Space Program	315	750	1290
60		330	780	1320 - Defense
75		345	810	1350
90		360	840	1380
105		375	870 - Public Education	1410
120		390	900	1440
135		405	930	1470
150		420	960	1500
165		450	990	1530
180		480	1020	1560
195		510	1050	1590
210		540	1080	1620
225		570	1110	1650
240	- WATER POLLUTION CONTROL	600	1140	1680
255		630	1170	1710

D-II

(SCALE CARD)

#684

ANNUAL AMOUNT IN TAXES AND HIGHER PRICES

$ 0		$180	$400	$655
10		190 - Highways	415	670 - Defense
20		200	430	685
30	- Space Program	210	445 - Public Education	700
40		220	460	715
50		230	475	730
60		240	490	745
70		250	505	760
80		265	520	775
90		280	535	790
100		295	550	805
110		310	565	820
120	- WATER POLLUTION CONTROL	325	580	835
130		340	595	850
140		355	610	865
150		370	625	890
160		385	640	895

D-IV

(SCALE CARD)

#684

ANNUAL AMOUNT IN TAXES AND HIGHER PRICES

$ 0		$ 450	$1200	$2550
25		475	1275	2625
50		500	1350	2700
75		525	1425	2775
100	- Space Program	550	1500 - WATER POLLUTION CONTROL	2850
125		575	1575	2925
150		600	1650	3000 - Defense
175		625 - Highways	1725	3075
200		650	1800	3150
225		675	1875	3225
250		700	1950 - Public Education	3300
275		725	2025	3375
300		750	2100	3450
325		775	2175	3525
350		800	2250	3600
375		875	2325	3675
400		950	2400	3750
425		1125	2475	3825

Appendix II THE WATER QUALITY LADDER

William J. Vaughan

Water quality can either be described in terms of the uses for which a particular body of water is suitable or in terms of the objective characteristics of the water itself. In turn, objective characteristics traverse a continuum from those that are readily perceptible to those that can only be detected by scientific measurement. In certain dimensions (e.g., visible phenomena such as the extent of algal growth, the clearness of the water, and the existence of suds, foam or debris (David, 1971)) people at large find it easy to preceive changes in water quality. However, some characteristics which delineate water quality levels more finely, such as dissolved oxygen content, escape visual and olfactory perception. Thus it is not surprising that people's ratings of water quality levels are likely to exhibit a less-than-perfect degree of association with any one or a combination of the several scientific measures of quality conditions (Binkley and Hanemann, 1978). This poses a problem for benefit estimation because the existence of a positive willingness to pay for water quality improvement depends upon the ability of people to perceive water quality changes when such changes do, in fact, occur.

This problem has lead previous investigators either to attempt to engineer the fortunate marriage of an objective water quality index (based on some weighted combination of scientific quality parameters) and a subjective index of publicly perceived quality (Bouwes and Schneider, 1979) or to link subjective indices of public perception. and expert perception (Dornbusch, 1975).

We chose to describe water quality primarily in terms of the uses for which water becomes suitable, and secondarily in terms of a few obvious water quality conditions (clearness, odor, debris, etc.). However, we located the numerical position of the five posited water quality levels (Boatable, Fishable-2 levels, Swimmable, Drinkable) by indexing a set of five objective scientific water quality parameters using a variant of the National Sanitation Foundation's Water Quality Index (Booth et al., 1976; McClelland, 1974) along with informed judgment. In so doing we hope to extablish, ex-ante, an admittedly tenuous link between scientifcally measured quality characteristics (anchors of the rating scale) and perceived water quality characteristics (the use and readily perceivable objective characteristic descriptors of these anchors).

Specifically, a number of sources were consulted to ascertain the minimally acceptable concentration levels of five measurable quality characteristics associated with five potential uses of natural water courses. These were fecal coliforms (organisms/100 ml), dissolved oxygen (mg/1), maximum BOD-5 (mg/1), turbidity (JTU) and pH.[1] The five quality measures were the only ones for which numerical values could be obtained across all use classifications, a requirement dictated by the index approach. Particular attention was given to state water quality standards (North Carolina Environmental Management Commission, Dorfman 1972)) because they report specific critical water quality parameters associated with a set (usually four or five) of descriptive water quality classifications. The consensus results for each quality level are summarized in Table 1.

---

[1]Sources consulted include Thomann (1971), U.S.G.S. (1978), Pickle et al. (1973), Davis (1968)), Economics Research Associates (1979), Katz (1969), Dorfman et al. (1972), North Carolina Environmental Management Commission, APHA, AWWA and FSIWA (1955), National Technical Advisory Committee (1968), NAS-NAE (1972), EPA (1976), Davidson, Adams and Seneca (1966), National Planning Association (1975).

Table 1. Consensus Water Quality Characteristics of Five Water Quality Classes

Water Quality Classification	Measurable Water Quality Characteristics				
	Petal Coliforms (#/100 ml)	Dissolved Oxygen (mg/1)[a/]	5-day BOD (mg/1)	Turbidity (JTU)	Ph
Acceptable for drinking without treatment	0	7.0 (90)	0	5	7.25
Acceptable for swimming	200	6.5 (83)	1.5	10	7.25
Acceptable for game fishing	1000	5.0 (64)	3.0	50	7.25
Acceptable for rough fishing	1000	4.0 (51)	3.0	50	7.25
Acceptable for boating	2000	3.5 (45)	4.0	100	4.25

a/ Percent saturation at 85°F in parentheses

In order to associate each of the five possible sets of scientific measures with a single-valued ordinate or the quality ladder a truncated version of the National Sanitation Foundation Water Quality Index (WQI) was used:

$$WQI = \prod_{i=1}^{5} q_i^{\hat{\omega}_i} / 10$$

where

q_i = the quality of the i^{th} parameter, a number from 0 to 100 obtained from the transformation functions for water quality measures in McClelland (1974).

$\hat{w}_i$ = the weight assigned to the i^{th} parameter. The original weights (w_i) reported in McClelland (1971) cover nine quality measures and

$$\sum_{i=1}^{9} = 1.00$$

Our adjusted weights cover a smaller number of measures which also sum to 1.0 from:

$$\hat{\omega}_i = w_i \left(\sum_{i=1}^{9} \omega_i \Big/ \sum_{i=1}^{5} \omega_i \right)$$

The resultant ladder appears in Figure 1.

For example, the index value for the "Acceptable for Rough Fishing" classification was developed as shown below:

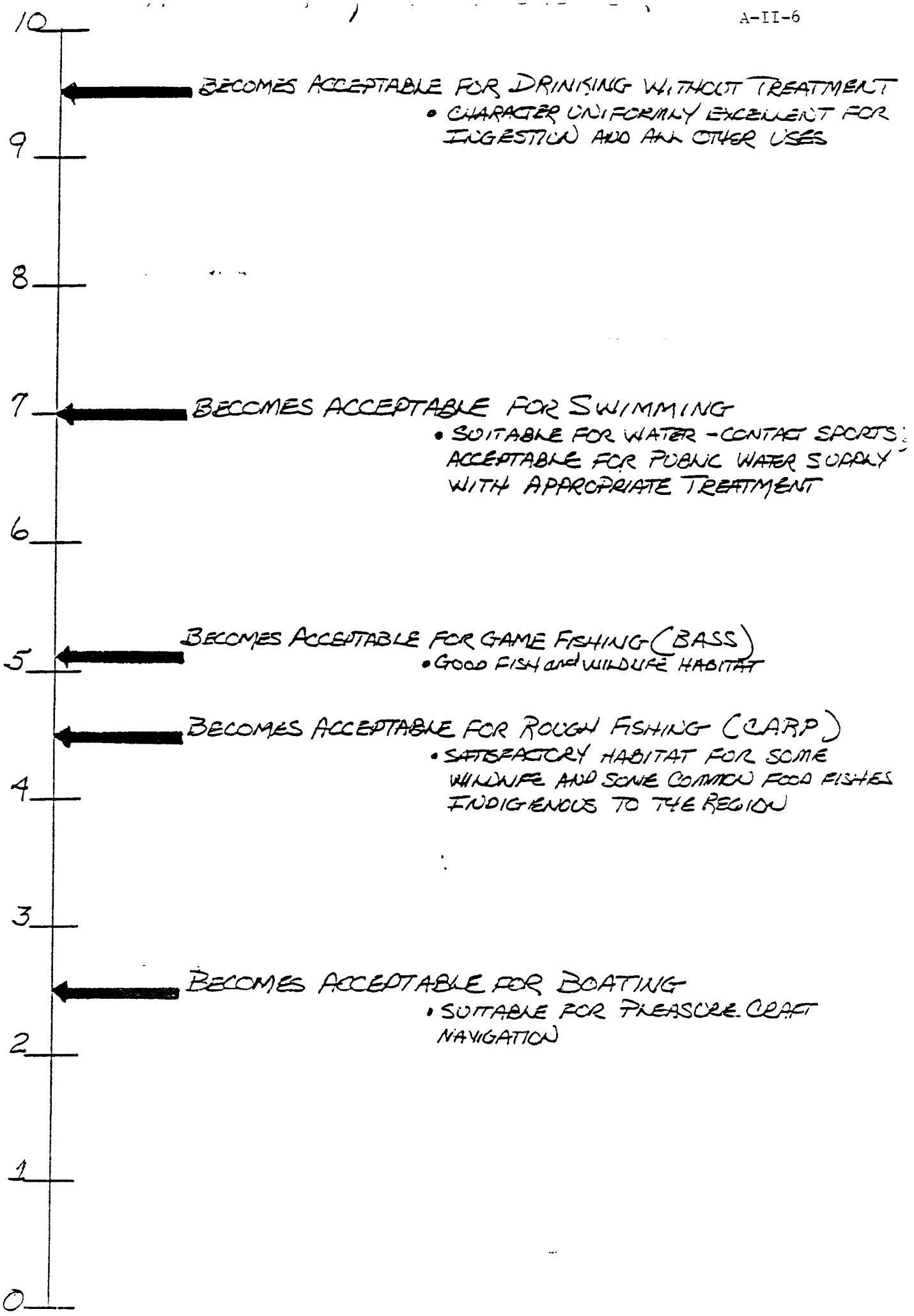
Characteristic	Value	Scaled Value (q_i)	Weight ($\hat{w}_i$)	Weighted Scale Value ($q_i \hat{w}_i$)
Fecal Coliform	1000/100m1	20	0.242	1.985
Dissolved Oxygen	51%[a/]	44	0.274	2.820
Max 5-Day BOD	3 mg/1	74	0.161	2.000
Turbidity	50 JTU	38	0.129	1.599
pH ~~Ph~~	7.25	93	0.194	2.049
				4.5

$$\text{Index} \left(\prod_{i=1}^{5} q_i^{\hat{w}_i} \Big/ 10 \right)$$

Notes:

[a/] Percent saturation at 85°F.

Similar calculations for the remaining four classes yield the water quality ladder shown in Figure 1.


10
9
8
7
6
5
4
3
2
1
0
BECOMES ACCEPTABLE FOR DRINKING WITHOUT TREATMENT
• CHARACTER UNIFORMLY EXCELLENT FOR INGESTION AND ALL OTHER USES
BECOMES ACCEPTABLE FOR SWIMMING
• SUITABLE FOR WATER-CONTACT SPORTS; ACCEPTABLE FOR PUBLIC WATER SUPPLY WITH APPROPRIATE TREATMENT
BECOMES ACCEPTABLE FOR GAME FISHING (BASS)
• GOOD FISH and WILDLIFE HABITAT
BECOMES ACCEPTABLE FOR ROUGH FISHING (CARP)
• SATISFACTORY HABITAT FOR SOME WILDLIFE AND SOME COMMON FOOD FISHES INDIGENOUS TO THE REGION
BECOMES ACCEPTABLE FOR BOATING
• SUITABLE FOR PLEASURE CRAFT NAVIGATION

SOURCES

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Appendix III DERIVATION OF PUBLIC GOODS EXPENDITURES

The estimated public goods expenditures used in this study to "anchor" the amounts displayed on the payment cards are shown in Table I below:

Table 1: Public Goods Expenditure Estimates for Versions A, B, C, D by Income Class

Income Category	Public Good (Average Expenditure per Household)					
	Defense	Education	Highways & Roads	Water Pollution	Police & Fire	Space
I. Less than $10,000	$ 322 (402)	$ 204 (255)	$ 98 (123)	$ 61	$ 33	s 13 (16)
II. $10-15,000	676 (845)	446 (557)	192 (240)	125	70	27 (34)
III. $15,25,000	1337 (1671)	882 (1103)	312 (390)	245	139	53 (66)
IV. $25	3013 (3766)	1988 (2485)	626 (782)	562	313	120 (150)

These amounts were used to anchor the payment card amounts as follows:

1. Version A used four public goods (Defense, Education, Highways, and Space Program).

2. Version B used five public goods (Defense, Education, Highways, Police and Fire Protection, and Space).

3. Version C used the four public goods listed for A. The public goods expenditures used in Version C were 25% higher than those used in Version A. These amounts are shown in parenthesis.

4. Version D used the four public goods and amounts as in Version X plus the amounts shown from Water Pollution.

Methodology

Since we desired to take account of public goods expenditures that were the result of both direct taxes and indirect taxes (usually reflected in higher prices) we used a formula that took into account both direct and indirect taxation. Using the federal tax structure as our base, 43% of taxes come from income taxes (direct) while 57% come from other taxes and charges. Internal Revenue Service figures are also available on the average amount of income tax paid by income category. Aggregating the IRS categories by the weight of the percent of the population in that category, we obtained the average federal income tax paid by our four income classes.[1]

The following formula was used to determine total household expenditures for the federal budget.

$$\text{Average Federal Income Tax Paid (43\%)} + \text{Indirect Taxes (57\%)} = \text{Total Federal Household Expenditures}$$

or

$$\frac{\text{Average Federal Income Tax Paid}}{43\%} = \text{Total Federal Household Expenditures}$$

It is now possible to solve the equation for total federal household expenditures since average federal income tax paid is known and .43 is a constant representing the ratio of income tax to total federal revenues.

---

[1]An exception to this procedure was made in the case of the $0-5,000 income categories. These categories are not included in our calculations for the under $10,000 income class because they pay almost no income taxes and would have distorted our estimate of the non-income expenditures on public goods for the under $10,000 income class. Hence, our estimates of average federal income tax paid by those in the under $10,000 category are biased upward.

From the 1980 United States Budget, defense spending accounts for 24% of total federal expenditures. To calculate a household's (in a given income category) expenditures for defense the following formula was used:

$$24\% \times (\text{Total Household Federal Expenditures}) = \text{Household Defense Expenditure}$$

Expenditures for other public goods were calculated using defense spending as a base.[2]

$$(HED) \times \left[\frac{(TEPGX)}{(TFDE)}\right] = HEPGX$$

where HED = Household Expenditure on Defense
TEPGX = Total Expenditures on Public Good X
TFDE = Total Federal Defense Expenditures
HEPGX = Household Expenditures on Public Good X

For a household in income level I (under $10,000 annual income), expenditures on highways and roads were calculated as follows:

$$\$322 \times \left[\frac{(\$33,700,000,000)}{(\$125,200,000,000)}\right] = \$98$$

where HED = $322
TEPGX = $33,700,000,000
HEPGX = $98
Public Good X = Highways and roads

Estimation Problems

The estimates of the public goods expenditures by income category are only intended to be rough "ball park" figures. They are plagued by a number

[2]The estimates of expenditures on highways and roads included the following correction factor to take account of the regressive nature of gasoline taxes which are largely responsible for financing this public good. For income category I (under $10,000) the estimated household expenditure on highways and roads was multiplied by 120%. For income categories II, III, and IV, the correction factor was +10, and -20, respectively.

of problems some of which are not easily tractable. Since we are attempting to obtain estimates of willingness to pay for water quality at the time of the interview, it is desirable to use as current as possible estimates of expenditures on other public goods. This desire presents three alternatives: (1) using the latest year for which estimates were available for all public goods used which in our case would have been 1976, (2) make the heroic assumption of determining the rate at which expenditures on each public good changed since the last good estimate available, (3) use the latest year available for each public good. We have chosen the third alternative, as the drawbacks of non-comparable years appeared better than old numbers in the case of (1) and the expansion and contraction of several public goods such as water pollution control, defense, and highways out of sinc with any of the standard indexes precluded easy use of (2).

Discrepancies in definitions also pose estimation problems in the case of the Census Bureau's household definition and IRS's definition of non-business income tax returns. In our case, there are 77 million households and 87 million individual and joint income tax returns. We chose to consider households and IRS tax returns and equivalent for the purpose of computing average federal income tax paid.

The most heroic assumption we made was that the other 57% of the federal budget is collected in the same proportion as income tax. These indirect taxes are largely consumption taxes; hence this assumption is probably not warranted. If the public goods expenditures on the payment card showed itself to be sensitive to the exact amount given, then a major effort would be required to achieve more accurate estimates of these expenditures.

Version A and Version C of this survey were explicitly designed to test this sensitivity.

With the exception of the purely federal expenditures of defense and space, our implicit assumption of uniform national expenditures by income category is questionable although highways and roads and water pollution control expenditures violate this assumption to a lesser degree than do police and fire or public education expenditures. (I.e., a resident of New York City pays much more for police protection than does someone in rural Iowa). Further, the respondent, if he or she is familiar with public goods expenditures is most likely to be familiar with expenditures on these two highly local public goods. If our estimates are significantly different from the respondent's perceptions of what they are, the survey may lose credibility in the eyes of the respondent. The extent of this problem, if any, was not explored.

Sources

A. Tax figures -- 1976 IRS preliminary estimates

B. Total-federal income, defense expenditures, space expenditures -- Budget of the United States, 1980.

C. Education figures -- HEW preliminary estimates for primary and secondary education expenditures during the 1978-79 school year.

D. Highways and roads -- American Highway and Transportation Builder's Association for 1978.

E. Water Pollution -- CEQ estimates for total expenditures on water pollution control (December 1978).

F. Police and Fire -- Facts and Figures on Government Finance (Tax Foundation, Inc., 1979).

Appendix IV

FINAL RESULTS OF THE
RESOURCES FOR THE FUTURE

National Environmental Survey

for the President's Council on Environmental Quality

These results are based on a probability sample of 1576 persons, age 18 and over living in the continental United States excluding Alaska. Initially 1286 persons were interviewed in person between January 26 and February 9, 1980. An additional sample of 280 persons were interviewed in person later in March to bring the sample size up to 1576.

All the data reported here have been weighted using standard procedures to compensate for minor variations between the final sample and the actual distribution of basic population characteristics.

In order to include as many questions as possible in the instrument, the sample was split into two equivalent samples. Most questions were asked of the entire sample but some were asked only of the X or the Y half. These questions are identified on the questionnaire. The sample size for the X version is 840 and that of the Y sample is 736.

Robert Cameron Mitchell
Senior Fellow

STUDY NO.684 (1002) JANUARY 1980 COUNTY _____ PLACE _____ Blk.# _____ 5-1

OMB Clearance Number: 116F-79025

Time Started _____ Time Finished _____ Total Minutes _____ 6/7

Hello, I'm _____ from ROPER AND CANTRIL and we're conducting a study all over the country for the United States Government getting people's views about some of the problems the nation faces. Your participation in this survey is entirely voluntary. All information will be held in the strictest confidence and will be used only to produce overall statistical reports. We would very much value your cooperation.

1. First, I would like to ask you which three of these national problems you would like to see the government devote most of its attention to in the next year or two? (HAND RESPONDENT CARD)

a. Reducing racial discrimination.....	13%	8/
b. Reducing the amount of crime.....	61	9/
c. Beautifying America.....	5	10/
d. Conquering "killer" diseases.....	41	11/
e. Reducing pollution of air and water.....	24	12/
f. Helping people in poor areas.....	29	13/
g. Reducing unemployment.....	48	14/
h. Improving highway safety.....	-	15/
i. Improving housing and run-down neighborhoods...	20	16/
j. Improving public education.....	35	17/
None.....	1	18/
No opinion.....	1	19/

2. There is a lot of talk these days about what the aims of this country should be for the next ten years. On this card are listed some of the goals which different people would give top priority. (HAND RESPONDENT CARD) Would you please say which one of these you, yourself, consider the most important?

	2. Most important (Col.20)	3. Next most important (Col.21)
a. Maintaining a high rate of economic growth.....	27%	27%
b. Making sure that this country has strong defense forces.....	11	26
c. Seeing that people have more say in how things get decided at work and in their communities.....	19	22
d. Protect nature from being spoiled and polluted.....	9	21
None.....		
No opinion.....	-	4

3. And which would be the next most important? (RECORD ABOVE)

4. If you had to choose, which one of the things on this card would you say is most desirable? (HAND RESPONDENT CARD)

	4. Most desirable (Col.22)	5. Second choice (Col.23)
a. Maintaining order in the nation.....	16%	25
b. Giving the people more say in important government decisions		
c. Fighting rising prices.....	18	31
d. Protecting freedom of speech.....	56	22
None.....	9	17
No opinion.....	1	5

5. What would be your second choice? (RECORD ABOVE)

6. Here is another list. (HAND RESPONDENT CARD) In your opinion, which one of these is most important?

	6. Most important (Col.24)	7. Next most important (Col.25)
a. Maintaining a stable economy.....	55%	24%
b. Progress toward a less impersonal, more humane society.....	3	14
c. The fight against crime.....	2	37
d. Progress toward a society in which ideas can count more than money.....	9	22
None.....		
No opinion.....	1	3

7. Which is next most important? (RECORD ABOVE)

8. Here is a card that includes all of the goals listed on the three cards you have just looked at. (HAND RESPONDENT CARD) Would you tell me which one of the goals on this card you consider the most desirable of all.

	8 Most desirable (Cols.26,27)	9 Next most desirable (Cols.28,29)	10 Least important (Cols.30,31)
a. Maintaining a high rate of economic growth.....	8%	8%	3%
b. Making sure that this country has strong defense forces...	24	13	5
c. Seeing that people have more say in how things get decided at work and in their communities.....	5	5	8
d. Protecting nature from being spoiled and polluted.....	2	5	9
e. Maintaining order in the nation.....	6	7	2
f. Giving the people more say in important government decisions.....	6	6	4
g. Fighting rising prices.....	25	17	2
h. Protecting freedom of speech.....	2	5	-
i. Maintaining a stable economy.....	11	14	4
j. Progress toward a less impersonal, more humane society	2	2	11
k. The fight against crime.....	5	15	4
l. Progress toward a society in which ideas can count more than money.....	3	3	15
None.....			13
No opinion.....	1	1	9

9. Which is the next most desirable? (RECORD ABOVE)

10. And which one of all the ones on this card is least important from your [illegible]

Now, I'd like to find out how worried or concerned you are about a number of problems I'm going to mention: a great deal, a fair amount, not very much, or not at all. If you aren't really concerned about some of these matters, don't hesitate to say so. First, (ASK ABOUT EACH ITEM)

	A great deal	A fair amount	Not very much	Not at all	No opinion	
a. How worried or concerned are you about the rise in prices and the cost of living?.....	81%	16%	2%	1%	-	31/
b. The problems of the poor?.....	44	42	11	2	1	33/
c. Cleaning up our waterways and reducing water pollution?.....	39	44	13	3	1	34/
d. OMITTED					No col.35	
e. Reducing the amount of unnecessary noise in this community?.....	11	20	34	34	1	36/
f. Shortages of oil, gasoline, coal, natural gas, electricity, or other fuels?.....	73	18	5	2	1	37/
g. Reducing air pollution?.....	36	40	16	-	1	38/
h. The purity of the drinking water in your community?.....	42	27	16	15	1	39/
i. OMITTED					No col.40	

Question asked for RFF in separate Roper survey, March 1980:

9. Now, I'd like to find out how worried or concerned you are about a number of problems I'm going to mention: a great deal, a fair amount, not very much, or not at all. If you aren't really concerned about some of these matters, don't hesitate to say so. First, (ask about each item)

	A great deal	A fair amount	Not very much	Not at all	No opinion
a. How worried or concerned are you about the rise in prices and the cost of living?	56%	11%	2%	1%	-
b. The presence of toxic chemicals such as pesticides or PCBs in the environment?	46	32	16	4	2
c. Cleaning up our waterways and reducing water pollution?	54	33	10	2	1
d. The disposal of industrial chemical wastes that are hazardous?	64	26	-	2	1